

Message Text

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PAGE 01 MONTEV 01706 141945Z

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ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 /015 W
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R 132012Z MAY 76

FM AMEMBASSY MONTEVIDEO

TO SECSTATE WASHDC 1237

INFO USIA WASHDC

AMEMBASSY BUENOS AIRES

AMEMBASSY CARACAS

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

UNCLAS MONTEVIDEO 1706

USIA FOR ILA

E.O. 11652: N/A

TAGS: OEXC, UY

SUBJ: REPORT ON AMSPEC JEFFREY LYONS

REF: STATE 022025

JEFFREY LYONS FEATURED IN TWO CONFERENCES DURING HIS BRIEF STAY IN MONTEVIDEO. ON MAY 6 SPOKE ON "THE INDIVIDUAL FILMMAKERS" AT THE CINE CLUB OF URUGUAY AND ON FOLLOWING EVENING, AT THE BNC, PRESENTED A VIEW OF "HOLLYWOOD AS A MIRROR OF AMERICAN VALUES." BOTH LECTURES WERE ACCOMPANIED BY CLIPS OF RECENT FILMS. AT CINE CLUB, LYONS SPOKE TO 150 FILM CRITICS AND CLUB MEMBERS. HE WAS ABLE TO ESTABLISH IMMEDIATE RAPPORT WITH THIS SELECT GROUP AND THE EVENING DEVELOPED INTO A WARM, OPEN TREATMENT OF THE THEME. THE PRESS JUDGED HIS LECTURE: "BRILLIANT, INSTRUCTIVE AND ENTERTAINING." ANOTHER CRITIC WAS AMAZED AT THE "EXPERIENCE AND VARIED BACKGROUND OF THIS YOUNG MAN WHO KNOWS HOLLYWOOD BACKWARDS AND FORWARDS." THE FOLLOWING EVENING THE BNC WAS FULL. MANY OF THOSE

PRESENT WERE FROM CINE CLUB AND LYONS WAS RECEIVED JUST AS ENTHUSIASTICALLY AS HE HAD BEEN THE NIGHT BEFORE. THE LECTURES FOLLOWED CLOSELY LYONS' WELL-KNOWN TV STYLE OF CONCISE PLOT CONDENSATIONS AND PITHY EVALUATIONS OF ACTORS AND PROCEDURES.

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HIS PERSONAL ACQUAINTANCE WITH PEOPLE INVOLVED IN SHOW BUSINESS

AFFORDED AUDIENCES A RARE VIEW OF ITS INNER-WORKINGS. LYONS HAS AN
ENCYCLOPAEDIC KNOWLEDGE OF "THE INDUSTRY" PAST AND PRESENT WHICH
IMPRESSED THE LOCAL CONTACTS -- RECOGNIZED EXPERTS THEMSELVES.
ALL THIS, TOGETHER WITH A WARM, FRESH PRESENTATION IN FLUENT
SPANISH, GUARANTEED OPTIMUM RESULTS FOR THIS PROGRAM IN MONTEVIDEO.
SIRACUSA

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